



**GOVERNOR'S ADVISORY COUNCIL ON AGING**

**MATURE WORKFORCE COMMITTEE (MWC)**

**2011 PRIORITIES SUB-COMMITTEE**

**MEETING MINUTES**

**November 30, 2011**

**9:30 am – 10:30 am**

**Executive Tower**

**Governor's Office on Aging**

**Suite 240 Conference Room**

**1700 West Washington Street**

**Phoenix, Arizona 85007**

**Council Members & Committee Participants Present**

Joel Millman (Co-Chair), Judy Montini (telephonic), Patty Reidhead (telephonic), Marki McCormick (telephonic), Bill Walker, and Karen Zanzucchi (telephonic)

**Council Members Not Participating**

George Evanoff (Council Chair)

**Council Staff Present**

Cathy De Lisa and Kim Jennings

**Guests Present and Signing In**

None

**Welcome, Introductions, Review and approval of Sub-Committee Minutes**

Co-Chair Joel Millman called the meeting to order at 9:33 am. A welcome and introduction period followed.

Following a review of the draft minutes of 10.3.2011, *Karen Zanzucchi made a motion to accept the minutes as written. Bill Walker seconded the motion. The motion carried unanimously.*

**Review the Response Date from Follow-Up Survey & Total Response Report**

Co-Chair Joel Millman began the review by highlighting responses received from the follow-up survey outlined under question #10, page 11 of the Total Survey Responses document provided by email and projected onscreen. The group discussed the variety of information requested as well as the delivery methods preferred.

A copy of the Total Survey Responses document is available for review through the Council on Aging Office.

**Discussion: Toolkit Development**

Co-Chair Joel Millman started the discussion by sharing ideas on how the Mature Worker website ([www.azmatureworkers.com](http://www.azmatureworkers.com)) might serve as the main source for various materials and

resources collected or developed for the One Stop staff as well as mature workers and employers. The group discussed posting links to resources, PDF documents that could be viewed and copied, as well as videos and resource lists at the website. It was suggested that materials used for a speakers bureau and a list of speakers and area of expertise might be posted as well. The group discussed posting resources, education and training opportunities by region so that those accessing the website could develop their own regional toolkit. By general consensus the group agreed on the website as the platform for the toolkit.

### **Discussion: Action Plan**

Since the Marketing and Outreach Task Force was asked by the Council Chair to start with the marketing needs of the Mature Workforce Committee and brainstorming ideas at the November 3, 2011 MWC meeting included the Sub-Committee's work, Co-Chair Joel Millman stated it might be practical for the Task Force to move forward with action steps. The group discussed:

- compiling responses from the survey by region or county and developing resource lists or utilizing existing resources as shared,
- targeting One Stop staff as well as mature workers and employers for targeted audiences,
- linking to existing resources such as the AARP Foundation Work Search, Association of Area Agencies on Aging – Az4A, and Az Links.

A discussion ensued on how the members of the Sub-Committee may choose to become a part of the Marketing & Outreach Task Force. *Joel Millman made and withdrew a motion for the MWC 2011 Priorities Sub-Committee to sunset effective 11.30.20; Mr. Millman made a motion for the MWC 2011 Priorities Sub-Committee to sunset on January 12, 2012 with the remaining efforts to develop and market the toolkit under the Governor's Advisory Council on Aging's Marketing & Outreach Task Force. Patty Reidhead seconded the motion. The motion carried unanimously.*

### **Announcements**

Bill Walker announced he was surprised to hear that Yavapai College eliminated their skill development courses. GACA staff members agreed to research this and bring the information to the next MWC meeting.

### **Adjourn**

The Sub-Committee meeting was adjourned by Co-Chair Joel Millman at 10:26 am.

### **Next Meeting:**

The MWC 2011 Priorities Sub-Committee members will join the next MWC meeting in January, 2012. Final date, time and location to be confirmed and announced by public meeting notice posted at the GACA website: [www.azgovernor.gov/gaca](http://www.azgovernor.gov/gaca). These meetings are open to the public.